

WHAT IS CLAIMED IS:

- 1 1. A method of generating information including targeted ads, the method
2 comprising:
3 receiving information in a syndicated format;
4 receiving a first targeted ad from an automated ad server system;
5 combining the first targeted ad with the received information to generate a set of
6 response information which is also in a syndicated format.
- 1 2. The method of claim 1, wherein said syndicated format is a format for listing
2 items corresponding to a channel, said received information including a listing of at least
3 two items and including for each item, a title and a link.
- 1 3. The method of claim 2, wherein said received information further includes a
2 channel title and a channel link.
- 1 4. The method of claim 2, wherein said syndicated format is an XML compliant
2 format.
- 1 5. The method of claim 2, wherein said syndicated format is RSS.
- 1 6. The method of claim 2, wherein said syndicated format is Atom.
- 1 7. The method of claim 2, wherein the first targeted ad is included as an item in said
2 received information, said item including an item title, an item link and an item
3 description.
- 1 8. The method of claim 2, wherein said received information further includes, for
2 each item of said listing a description.

1 9. The method of claim 8, wherein said received information further includes a
2 channel title and a channel link.

1 10. The method of claim 9, wherein said received information further includes a
2 channel description.

1 11. The method of claim 1, further comprising:
2 communicating keyword information to said automated ad server system to be
3 used in selecting said first targeted ad from a plurality of ads.

1 12. The method of claim 11, wherein said first targeted ad is a keyword targeted ad
2 that is targeted based on a keyword included in one of a user request for syndicated
3 content and said received information in a syndicated format, said keyword being
4 included in the communicated keyword information.

1 13. The method of claim 11, wherein said keyword is one of a user search term and
2 a keyword included in said received information in a syndicated format.

1 14. The method of claim 13, further comprising:
2 operating said automated ad server system to select a first targeted ad from said
3 plurality of ads as a function of said keyword information; and
4 operating said automated ad server system to communicate said first targeted ad
5 to a syndicated content and ad mixer which performs said step of receiving information
6 in a syndicated format and said combining step.

1 15. The method of claim 1, further comprising:
2 communicating syndicated content indicator information to said automated ad
3 server system to be used in selecting said first targeted ad from a plurality of ads, said
4 content indicator information being indicative of at least some content included in said
5 received information in a syndicated format.

1 16. The method of claim 15, wherein said syndicated content indication information
2 includes at least one of a title, a URL, and a portion of a description included in said
3 received information.

1 17. The method of claim 1, where said first targeted ad is a content targeted ad that
2 is targeted using syndicated content included in said received information in a
3 syndicated format.

1 18. The method of claim 1, wherein syndicated content used to select said first
2 targeted ad includes one of item description information, an item URL, and an item title
3 included in said received information in a syndicated format.

1 19. The method of claim 1, further comprising:
2 communicating at least some user profile information to said automated ad
3 server system to be used in selecting said first targeted ad from a plurality of ads.

1 20. The method of claim 19, wherein said first targeted ad is a user targeted ad,
2 targeted based on user profile information.

1 21. The method of claim 1, further comprising:
2 communicating at least some geographic location information to said automated
3 ad server system to be used in selecting said first targeted ad from a plurality of ads.

1 22. The method of claim 1, wherein said first targeted ad is a geographic location
2 targeted ad, targeted based on the geographic location to which said received
3 information in a syndicated format is to be delivered.

1 23. The method of claim 1, wherein said received information includes multiple items,
2 the method further comprising:
3 receiving at least one additional targeted ad, said additional targeted ad being
4 targeted to content of a different item from said first targeted ad; and

5 incorporating said at least one additional targeted ad into said received
6 information so that the generated set of response information includes the received first
7 targeted ad and said at least one additional targeted ad as items in the generated set of
8 response information.

1 24. The method of claim 23, wherein item description information corresponding to a
2 first item included in said received information in a syndicated format is used to
3 determine the content of said first item for ad targeting purposes.

1 25. The method of claim 23, wherein a URL corresponding to a first item included in
2 said received information in a syndicated format is used to determine the content of said
3 first item for ad targeting purposes.

1 26. The method of claim 23, wherein the first targeted ad and the second targeted ad
2 are incorporated into a channel which already exists in said received information.

1 27. The method of claim 26, wherein said received information and said generated
2 set of response information include a single channel, said single channel of said
3 received information and said generated set of response information having the same
4 channel title, channel link and channel description.

1 28. The method of claim 26, further comprising, prior to receiving said first targeted
2 ad and said additional targeted ad, communicating information indicative of the content
3 of first and second items included in the received information in a syndicated format to a
4 targeted ad server system which selects said first targeted ad and said additional
5 targeted ad using an automated ad selection process.

1 29. The method of claim 28, wherein items in said received information are in a list
2 of items, combining the first targeted ad with said received information including
3 inserting the first targeted ad into the received information at a location within said list
4 which is proceeding or subsequent said first item.

1 30. The method of claim 29, wherein incorporating said at least one additional
2 targeted ad into said received information includes inserting the first targeted ad into the
3 received information at a location within said list which is proceeding or subsequent said
4 second item.

1 31. The method of claim 28, wherein said first targeted ad is selected as a function of
2 a first URL corresponding to a first item included in said received information and said
3 additional targeted ad is selected as a function of a second URL corresponding to the
4 second item, the first and second targeted ads being different.

1 32. The method of claim 31, wherein said first targeted ad is selected as a function of
2 a first keyword corresponding to a first item included in said received information and
3 said additional targeted ad is selected as a function of a second keyword corresponding
4 to the second item, the first and second targeted ads being different.

1 33. The method of claim 1 wherein combining the first targeted ad with the received
2 information includes:
3 adding the first targeted ad as an individual item within said received information.

1 34. The method of claim 33, wherein adding the first targeted ad as an individual
2 item of said received information includes:
3 incorporating the first targeted ad as an item within a channel which already
4 exists within the received information.

1 35. The method of claim 1, wherein the first targeted ad includes content which is
2 newer than the most recent content included in said received information.

1 36 The method of claim 1, wherein the first targeted ad has a more recent edit date
2 than any edit date associated with said received information.

1 37 The method of claim 1, wherein the first targeted ad has a more recent change
2 date than any change

1 38. A method of generating information and at least one targeted ad in a syndicated
2 content format for presentation to a user, the syndicated content format, the method
3 comprising:

4 receiving an feed responsive to a user request, said feed including a list of items,
5 said list including for each item in the list a title and a URL;

6 receiving at least one targeted ad selected using an automated selection
7 technique to be presented to said user with said RSS feed; and

8 combining the responsive feed and the at least one targeted ad to generate a set
9 of response information in said syndicated content format.

1 39. The method of claim 38, wherein said syndicated content format is one of RSS
2 and Atom.

1 40. The method of claim 38, wherein the responsive feed includes at least one
2 channel, and wherein the act of combining the responsive feed and at least one
3 targeted ad includes:

4 incorporating the at least one targeted ad into the feed as an item in said at least
5 one channel.

1 41. The method of claim 40, further comprising:

2 operating a search engine to retrieve said received feed by searching for
3 syndicated content responsive to a user search request and to send said feed to a
4 mixer device which performs said receiving and combining.

1 42. The method of claim 40, further comprising:

2 operating a targeted ad server to select said at least one targeted ad as a
3 function of i) at least one of keyword included in said user request; ii) information

4 indicative of said feed including syndicated content; iii user profile information; and
5 geographic location information.

1 43. The method of claim 42, wherein said targeted ad server selects at least one
2 targeted ad for each of a plurality of items included in said feed, the ad selected for at
3 least two different items being different.

1 44. The method of claim 43, wherein the responsive feed includes multiple items, the
2 step of combining the responsive feed and at least one targeted ad includes:
3 incorporating at least one targeted ad between two items included in said
4 responsive feed.

1 45. The method of claim 44, wherein different targeted ads are selected as a function
2 of the content of the different items included in said responsive feed.

1 46. The method of claim 45, wherein each different targeted ad is inserted into said
2 responsive feed immediately preceding or subsequent of the item whose content was
3 used in selecting the particular targeted ad.

1 47. A system for generating information including targeted ads, the method
2 comprising:
3 a syndicated information and ad mixer including:
4 means for receiving information in a syndicated format;
5 means for receiving a first targeted ad from an automated ad server
6 system; and
7 means for combining the first targeted ad with the received information to
8 generate a set of response information which is also in a syndicated content
9 format.

1 48. The system of claim 47, wherein said syndicated format is a format for listing
2 items corresponding to a channel, said received information including a listing of at least
3 two items and including for each item, a title and a link.

1 49. The system of claim 48, further comprising a targeted ad server coupled to said
2 syndicated information and ad mixer for selecting said targeted ad as a function of
3 information indicating the content of said information in said syndicated content format.

1 50. The system of claim 49, wherein said information indicating the content of the
2 information in said syndicated content format is at least one of a URL and a portion of a
3 title included in said information in said syndicated content format.

1 51. The system of claim 48, further comprising a targeted ad server coupled to said
2 syndicated information and ad mixer for selecting said targeted ad as a function of user
3 profile information corresponding to a user to whom said information in a syndicated
4 content format is to be provided.

1 52. The system of claim 48, further comprising a targeted ad server coupled to said
2 syndicated information and ad mixer for selecting said targeted ad as a function of
3 geographic information indicating the geographic location of a user to whom said
4 information in a syndicated content is to be provided.

1 53. The system of claim 48, further comprising:
2 a search engine coupled to said syndicated information and ad mixer for
3 performing a search in response to a user request for syndicated information and for
4 communicating the results of said search to said syndicated information and ad mixer.

1 54. The system of claim 53, further comprising:
2 a targeted ad server coupled to said syndicated information and ad mixer for
3 selecting said targeted ad as a function of information indicating the content of said
4 information in said syndicated content format; and

5 an accounting system coupled to said targeted ad server for keeping track of
6 statistics used for billing for ads served by said targeted ad server system.

1 55. The system of claim 47, wherein said syndicated content format is one of RSS
2 and Atom.